



**NATIONAL OPEN UNIVERSITY OF NIGERIA,
PLOT 91 CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESSWAY, JABI – ABUJA
FACULTY OF SCIENCES**

MARCH 2018 EXAMINATION

COURSE CODE: CIT 415

COURSE CREDIT: 3

COURSE TITLE: INTRODUCTION TO E-COMMERCE

TIME ALLOWED: 3 HOURS

**INSTRUCTION: ANSWER QUESTION 1 AND ANY OTHER FOUR (4)
QUESTIONS**

QUESTION

1a. Assuming you were recently appointed as the Special Adviser to the Commissioner of Commerce in the commercial capital, outline five (5) public policy issues in electronic commerce, which you would advise the Commissioner to comply with. (10 marks)

1b. Name and give a brief account of four (4) issues affecting e-commerce and e-business development. (12 Marks)

[Total = 22 marks]

2a. As an e-commerce practitioner, state four (4) security issues for hosting agreements Which you would draft for an e-business client. (8 marks)

2b. Write down four (4) ways you can distinguish a website from others (4 Marks)

[Total = 12 marks]

3. Write short notes on the following:

i. ISBN Mismatch.

ii. Will ship

iii. Reduce shipping) 2 marks each

iv. Previously sold

v. Rejected

[Total = 12 marks]

4a. Outline three (3) tangible advantages e-commerce offers from the buyers perspective.. (6 Marks)

4b. State the key components a seller should have for a typical successful e-commerce transaction loop (6 marks)

[Total = 12 marks]

5. Give a short explanation of the following e-commerce terminologies:

- i. Commerce server
- ii. Band width
- iii. Authorization) 2 marks each
- iv. Ad clicks
- v. Automated clearing house
- vi. Address verification

[Total = 12 marks]

6a. Write down five (5) common e-commerce pitfalls . . (10 marks)

6b. Describe the concept of the File Transfer Protocol. . (2 marks)

[Total = 12 marks]